

PLASTIMAGEN®

LIGHT

MEXICO 2021

MARCH 9-11

Centro Citibanamex / Mexico City

October 6, 2020

PLASTIMAGEN® MÉXICO announces new dates and launches digital extension

Changes made in light of ongoing global health situation.

PLASTIMAGEN® MÉXICO in its full version, will be held in **March 2022 at the Centro Citibanamex in Mexico City**, Mexico.

However, given the current pent-up demand amongst exhibitors and the pressing need to support the re-opening of the plastics industry, Tarsus Mexico will also host **PLASTIMAGEN® LIGHT**, a hybrid exhibition from 9-11 March, 2021 in the same venue. **PLASTIMAGEN® LIGHT** will comprise both a live, in-person component as well as a digital component for visitors and exhibitors who may be unable to travel to Mexico City due to the current health situation

The decision to launch PLASTIMAGEN® LIGHT came about from results of extensive surveys to the event's customer base and feedback from association partners. Taking their combined voices into account, Tarsus Mexico made the decision that best reflected the needs of the industry, while recognizing the power of face-to-face interaction for the successful generation of sales and developing commercial relationships, allowing for the continuation of promoting the plastics industry while adjusting to the dynamic needs of all companies involved.

"This new hybrid event is the result of a thorough survey and evaluation with exhibitors and with the main players in the plastics sector, including the members of the ANIPAC Board. PLASTIMAGEN® LIGHT will display different solutions, services and innovations for the plastics industry in the face of this global health pandemic and resulting travel restrictions", said José Navarro, Director General of Tarsus Mexico.

PLASTIMAGEN® LIGHT will be held as a hybrid event with the full support of ANIPAC, featuring a concentrated physical floor plan along with a robust digital platform enabling both domestic and international exhibitors to choose their preferred format to interact and promote their solutions with potential buyers and partners before, during, and after the event.

"The National Association of Plastic Industries (ANIPAC) welcomes PLASTIMAGEN® LIGHT 2021, an event that responds to today's reality and supports the business opportunities that the plastics industry requires. PLASTIMAGEN® is the forum that the plastics industry in Mexico needs to restart business in 2021 and we are ready to be present at the event", said Aldimir Torres, President of ANIPAC.

Tarsus Mexico will continue to actively monitor the ongoing health and safety situation worldwide. In addition, the event team will be focused on implementing all necessary measures and protocols to safeguard the well-being of both national and international communities. As organizers of Mexico's leading events, Tarsus Mexico's highest priority is to organize safe, healthy, and effective exhibitions for the industries the business serves.

For more information and registration details, please visit: www.plastimagen.com.mx/en

About Tarsus México

Tarsus Mexico has been in the Mexican market since 1991, presenting international quality events with trends, innovations and the global and local landscape of the industries that it promotes such as PLASTIMAGEN® MEXICO, EXPO MANUFACTURA® and THE GREEN EXPO®. Tarsus Mexico is part of Tarsus Group, one of the most important organizers worldwide. Headquartered in London, Tarsus Group hosts more than 180 annual events highlighting Tarsus Medical, Connect Meetings, Dubai Air Show, PLASTIMAGEN® MEXICO and Labelexpo's global series.

www.tarsus.mx www.tarsus.com

Organized by:

A blue-toned digital graphic with abstract lines and shapes, suggesting a high-tech or data-driven environment.

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